

Cowlitz County
Quit Line Data Summary
January 1 - March 31, 2004

	County	State
Number of Calls to Quit Line	N = 78	N = 3,363
Percent of Statewide Calls	2.8%	100.0%
Percent of State Population in County¹	1.6%	100.0%
	County %	State %
Gender	N = 77	N = 2,906
Female	62.3%	64.2%
Male	37.7%	35.8%
Race/Ethnicity	N = 72	N = 2,468
People of Color	5.6%	13.1%
White	94.4%	86.9%
Age	N = 77	N = 2,642
Less than 18 years old	0.0%	1.1%
18 - 24 years old	16.9%	15.2%
25 - 34 years old	15.6%	23.1%
35 - 44 years old	27.3%	24.6%
45 years and older	40.3%	36.0%
Education	N = 77	N = 2,581
Did not graduate high school	19.5%	19.0%
High school graduate	29.9%	36.0%
Some college/vocational school	44.2%	36.4%
College graduate	6.5%	8.6%
Caller Type	N = 78	N = 3,052
General Information	1.3%	12.6%
Health care provider	1.3%	3.6%
Tobacco user	97.4%	83.8%
Payer Type	N = 46	N = 2,005
Insured	32.6%	31.2%
Uninsured	23.9%	29.4%
Medicaid	43.5%	39.4%
Heard About	N = 73	N = 2,412
Past caller	23.3%	15.7%
Employer/worksites	1.4%	1.2%
Health care provider	21.9%	31.8%
Television	21.9%	11.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	1.4%	1.8%
Newspaper/Magazine	0.0%	0.7%
Brochure/Newsletter	4.1%	5.4%
Family or friend	24.7%	22.7%
Health Department	1.4%	5.4%
School	0.0%	1.4%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.